



OKMM Services: Web Text Customization

What better way to reach your on-the-go students than to take advantage of OKMM's customized money management Web text on your financial aid Web page?

For an up-close look, let's examine Southwestern Oklahoma State University's financial aid page. SWOSU was the first school to take advantage of our Web text service, first offered in 2007.

From the home page, we'll enter their financial aid section where we'll find our "money management" information linked in the bottom left hand navigation.

As you can see from the landing page, you have control over the level of customization. You choose the topics and we design clever ways to weave in your school's mascot, colors and other unique characteristics.

The right hand navigation allows students to easily access topics that are of the most interest to them. Let's dig a little deeper in the budgeting section.

In addition to the basic budgeting information and the step-by-step guide to tracking your spending, students are also presented with tools and other handouts (offered in PDF format) to help them put their new knowledge to work immediately.

Skipping over to the credit section, students can find out how to build, manage, maintain and monitor their credit—sticking with a fun mascot-related theme, "Put a Leash on Credit."

As we all know, money concerns are the number one reason students leave school. We want to work with you to change this trend by bringing money management information to your students in a way that's quick, convenient and available 24 hours a day.

Call one eight hundred nine seven zero OKMM to discuss your Web text needs and visit our Web site, triple w dot Oklahoma Money Matters dot org, for up-to-date financial education resources.